

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for providing specific subject-related advertisement on a digital disc, which advertisement is related to specific content on the digital disc, the method comprising the steps of:
 - (a) extracting information from the content;
 - (b) categorizing the extracted information to one or more categories;
 - (c) correlating the one or more categories to one or more of a plurality of extracted information to pre-determined advertisements; and
 - ~~(e)~~ (d) placing the correlated advertisement on the disc ~~for providing so that the specific subject-related advertisement may be viewed by to~~ a user.
2. (Currently Amended) The method as in claim 1, wherein step (a) includes extracting either individually or in combination metadata, text, facial recognition, event, date, time or place ~~or date/time and/or place~~.
3. (Currently Amended) The method as in claim 1, wherein step ~~(b)~~ (c) includes:
 - ~~(b)~~ c1) correlating the extracted information to ~~either individually or any combination of~~ products, services, ~~or~~ employment, ~~and/or~~ membership opportunities.
4. (Currently Amended) The method as in claim 3, wherein step ~~(e)~~ (d) includes placing the information related to either individually or any combination of products, services, ~~or~~ employment, ~~and/or~~ membership opportunities on the disc.
5. (Currently Amended) The method as in claim 1, wherein step (a) includes further comprising the step of extracting information related to use of an electronic device.